

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

ATTORNEY DOCKET NUMBER: 10014768-1

IN RE APPLICATION OF: U.S. Patent No. 7,627,514

USPTO CONFIRMATION CODE: 9384

APPLICATION NO.: 09/903,075

FILED: Jul. 10, 2001

EXAMINER: SARA M CHANDLER

GROUP ART UNIT: 3693

FOR: METHOD AND SYSTEM FOR SELECTING AN OPTIMAL AUCTION  
FORMAT

37 CFR 1.322 & 37 CFR 1.323 REQUEST FOR CERTIFICATE OF CORRECTION

HONORABLE COMMISSIONER OF PATENTS & TRADEMARKS

Sir:

The following is a request for a certificate of correction in Serial Number  
09/903,075, now Patent Number 7,627,514.

A certificate of correction under 35 USC 254 is respectfully requested in the  
above-identified patent.

☐ All errors were the fault of the USPTO, no fee required. In the event that a further  
fee is required, please charge the amount to Deposit Account No. 082025.

☐ All errors were the fault of the applicant and, accordingly, please charge \$100.00  
to our Deposit Account No. 082025. In the event that a further fee is required, please  
charge the amount to the same Deposit Account.

☒ The errors were the fault of both the applicant and USPTO and, accordingly,  
please charge \$100.00 to our Deposit Account No. 082025. In the event that a further fee  
is required, please charge the amount to the same Deposit Account.

The exact locations where the errors appear in the patent and patent application  
are as follows:

On the Face Page, in field (75), in column 1, Inventors, line 2,  
delete "Redwood City, CA" and insert - - Brooklyn, NY - -, therefor.  
(Oath or Declaration filed on Dec. 7, 2007, page 2 of 2, Residence of 2<sup>nd</sup> Inevntor,  
line 1)

In column 20, lines 16-17, in Claim 7, delete "of said market of said market" and  
insert - - of said market - -, therefor.  
(Amendments to claims filed on Jun. 10, 2009, page 5, in claim 7, lines 2-3)

In column 20, line 42, in Claim 9, delete "implement;" and  
insert - - implement: - -, therefor.  
(Amendments to claims filed on Jun. 10, 2009, page 5, in claim 9, line 4)

In column 24, line 29, in Claim 23, delete "of said market of said market" and  
insert - - of said market - -, therefor.  
(Amendments to claims filed on Jun. 10, 2009, page 12, in claim 23, line 3)

The requested corrections are attached on Form PTO 1050.

Respectfully Submitted

2/16/10  
\_\_\_\_\_  
DATE

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## UNITED STATES PATENT AND TRADEMARK OFFICE CERTIFICATE OF CORRECTION

Page 1 of 1

PATENT NO. : 7,627,514  
APPLICATION NO. : 09/903,075  
ISSUE DATE : Dec. 1, 2009  
INVENTOR(S) : Kemal Guler et al.

It is certified that an error appears or errors appear in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

On the Face Page, in field (75), in column 1, Inventors, line 2,  
delete "Redwood City, CA" and insert - - Brooklyn, NY - -, therefor.

In column 20, lines 16-17, in Claim 7, delete "of said market of said market" and  
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In column 24, line 29, in Claim 23, delete "of said market of said market" and  
insert - - of said market - -, therefor.

### MAILING ADDRESS OF SENDER (Please do not use customer number below):

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This collection of information is required by 37 CFR 1.322, and 1.323, and 1.324. The information is required to obtain or retain a benefit by the public which it is to file (and by the USPTO to process) an application. Confidentiality is provided by 35 U.S.C. 322 and 37 CFR 1.14. This collection is estimated to take 1 1/2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22315-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Attention: Certificate of Corrections Branch, Commissioner for Patent, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-770-9132 and select option 2.